

WORK READINESS MEETING

Target Audience:

Chambers of Commerce	Industry Groups
City Administrators	Job Seekers/Potential Job Seekers/ Post Job Seekers
Civic Clubs	Local Business Clubs
Clients/Potential Clients	Local Economic Development Officials
College Career Centers	MEC
Committee Councils (HR)	Non-Chamber Businesses
Community Betterment Groups	Non-Profits
Community Partnerships	Rotary Clubs
Educational Institutions/Educators/Counselors	Underemployed
Employers/Employees	WIA Partners
Front Line Staff	WIB Board/Subcontractors
Government Agencies (e.g., DFS, Probation/Parole)	

Strategy to Reach Audience:

Career Day	Leadership Identification
Case Management Meetings	Local Involvement in Professional Associations Councils (e.g., MEDC, MEC, HDC, CAP, Community Partnerships, Caring Communities)
Chamber Meeting Presentations	Newsletters
Cross Training Partners	Newspaper Ads/ Press Releases/Local Media
Define & Develop Product	One-on-One with Key People
Develop Brochures/Flyers/Videos	One-Stop Triage
Develop Core Product/Customize to Industry Cluster in Community	Power Point Presentation
Faith-Based Agencies	Public Service Announcements Channels
Flyers at Markets, Discount Stores	Show Me Skills Day
Focus Groups	Speak to CBO's
Graduation Ceremony	Successful Customer Referrals
Group Presentation	TV & Radio Talk Shows
Identify "Bottom-Line" Benefits For each Partner	Web Site
Identify Recognition Process for Participating Partners	Word of Mouth
Job Fairs	

Terminology:

“Bigger Paycheck”	General Terminology Definitions
“Bottom-Line”/Profitability	Increase Productivity
“Capabilities” Versus “Skills”	Information Technology
“Choices” (in employment)	Job Security (Tenure, Seniority)
“Money Talk” (Cost & Cost Savings)	Keep it Positive and Genuine
“Professional Experience” Versus “Work Experience”	Know Your Audience/Tailor Presentation to Audience
“Wage” Versus “Salary”	Qualified Work Force
“Work Place Expectations” Versus “Work Ethics”	Quantify Case (Statistics & Dollars)
8 th Grade Level Language	Realistic Expectations
Assistance with Customer Service	Realities
Avoid “Literacy”	Recruitment/Staffing
Bilingual	Reduce HR Costs
Communicate Support Services	Reduce Training Time
Dependable	Reduce Turn-Over
Economic Development	Retention/Commitment/Loyalty
Eliminate Acronyms	Short & Long-Term Goals
Emphasize Benefit to Employers	Turnover